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ER-1-7825

Executive

2 November 1978

Chief, COAPS

The "Rand" project on Content Analysis

1. We recommend that the attached letter to Mr. Henderson of "Rand", drafted by ORE, be despatched provided that OII, who has already initiated discussions on this matter, thoroughly understands that it makes no CIA commitment which may lead to subscribing to Rand's services (as I believe the Air Force now does) and provided that this is to be a study or investigation of the Content Analysis technique by those in CIA who are interested, without any commitments for increasing personnel, etc. It is to be explanatory only, studying the pros and cons, and is to embrace all of CIA.

2. ORE [] *exploratory* will make arrangements with Rand and with the interested CIA offices - OGC, OSI, OSO [] and with interested ORE personnel. COAPS would like to have a representative at the first meeting or lecture arranged by ORE.

PENSCOTT CHILDS, Chief
Coordination, Operations and
Policy Staff

cc: ORE
PC/dhl

✓ Return to COAPS

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9-7162

1st Indorsement

TO : Executive
FROM : Acting Chief, Inspection and Security Staff
SUBJECT: Content Analysis

1. If the aid of Rand Corporation is solicited to supply consultants for this work project, then it is recommended that prior to establishing working contact with these consultants that the Assistant Director, Reports and Estimates procure from this office advice concerning:

- a. The security status of Rand representatives involved.
- b. Security classification of intelligence information which it is proposed to reveal to these consultants.



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cc: AD/ORE

Copy sent AD/ORE

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12 October 1949

MEMORANDUM FOR THE DIRECTOR OF CENTRAL INTELLIGENCE

FROM : Assistant Director, Reports and Estimates

SUBJECT : Content Analysis

REFERENCE: Preliminary Progress Report by RAND entitled "The Intelligence Value of Content Analysis", D-419, 15 February 1949, Copy #118 attached

1. The reference report is a description of the technique of "content analysis", a method for making systematic inferences concerning the objective situation and the originators' intent in any system of communications. The report describes the results obtained by the FCC during the war in their analysis of German radio broadcasts. A comparison between wartime inferences made by the FCC and evidence collected in Germany after the war indicates that the FCC had considerable success in its application of the content analysis technique. The technique may be applied to any subject mentioned in communications and need not be limited to "propaganda" as such. The British, for example, had outstanding success in following the development of the V weapons through their analysis of overt German broadcasts.

2. Representatives of ORE have discussed the use of content analysis for intelligence purposes with [] of the Rand Corporation, the author of the referenced report, and with [] the head of Rand's Social Science division. It is their opinion that the technique is particularly useful in studying the communications in any state in which the communications system is highly controlled.

3. The literature on content analysis tends to confirm two views expressed by [] namely:

- a. A sound content analysis operation requires considerable background research into the structure and behavior patterns of the government and the elite involved in a given system of communications.

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- b. To attain maximum efficiency a content analysis operation must have close and careful direction from analysts familiar with the situation in the area under study as it appears in information from collateral sources.

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[redacted] 4. For some time ORE has had a Propaganda Analysis section in its Eastern Europe/USSR Division. This section has limited its analysis largely to implications concerning Soviet foreign policy, but is now ready to expand its scope of inquiry. The [redacted] has begun a rudimentary analysis of word distribution in Soviet radio broadcasts, but cannot develop its operation fully because of T/O limitations. While the work of both operations has a bearing on the subject, neither can be said to have actually engaged in content analysis in the full sense of the term.

5. Subject to further examination of the problem, it is the opinion of this Office that content analysis:

- a. Is a particularly valuable technique for studying the Soviet Union.
- b. It is not now being used to the maximum degree desirable in CIA.
- c. Is a legitimate interest of ORE.

25X1 6. This Office is making a study of content analysis to determine the degree to which it can be adapted to the needs of ORE and how it should be handled organizationally. It is important that such an operation be handled properly from the beginning, and we need the best technical advice available to assist us in this study. Unfortunately, content analysis is a new technique and there are not many people trained in its use. Accordingly, it is recommended that the Director sign the attached letter to the Washington office of the Rand Corporation asking them to lend the services of [redacted] and [redacted] to CIA on a consultant basis to assist ORE in its study of the adaptability of content analysis to its own operations. These are all outstanding men in the field of content analysis. Their services will involve no outlay of funds on the part of CIA. All three gentlemen are cleared for Top Secret by the Air Force. The matter has been discussed informally with Rand, and it appears likely that such a request from CIA would be approved.

[redacted]
THEODORE BABBITT
Assistant Director
Reports and Estimates

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